00:15:00

Orders Order / Rev: 711197 06301466 Alt Order #: Product Desc: MARTIN FOR ATTY GEN KSDK C16C22 Estimate: Flight Dates: 10/16/12 - 10/24/12 Primary AE: Kristin Waskie Sales Office: Original Date / Rev: 10/18/12 / 10/18/12 T-PHI Order Type: Political Sales Region: NAT Name: **Smart Media Group Inc/ POL** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 814 King Street Billing Cycle: WEEKLY Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Martin, E/R / Attorney General

Demographic: A35+ New Business Thru:

Product Codes: PL-State/Local Misc Order Separation:

Priority: P-3 Advertiser External ID:

Revenue Codes: AGY, GEN, POL Agency External ID:

Bill Plan Totals

2 a					Totalo				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/15/12	10/21/12	21	\$20,370.00	\$17,314.50	October 2012	26	\$25,530.00	\$21,700.50	134.00
10/22/12	10/28/12	5	\$5,160,00	\$4,386,00	Totals	26	\$25,530.00	\$21,700.50	134.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	42%	\$25,530.00
Market	100%	\$60,785.71

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$2,431.43
KETC	0%	\$0.00
KMOV	31%	\$18,843.57
KNLC	0%	\$0.00
KPLR	5%	\$3,039.29
KTVI	18%	\$10,941.43
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
1 KSDK	10/16/12	10/21/12	M-F 430-5p	CM	430-5p	- T	:30	1 9	\$550.00 P-3	5.30 NM	0	\$0.00
			Jeopardy									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	- T	1	\$550.00	5.30						
Spot Ch	Date Ran	<u>ge</u> D	escription	Start	/End Time	<u>7</u>	<u> Neekdays</u>	Lengtl	<u>h</u> Rate	Rtg Type		
1 KSDK	10/15/12-	·10/21/12 N	1-F 430-5р	430-	5p	-	T	:30) (\$550.00)	5.30 <i>NM</i>		
See	e MG 2.2											

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Order / Rev: 711197 Advertiser: Martin, E/R / Attorney General

Alt Order #: 06301466 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/16/12 - 10/24/12 Estimate: C16C22

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pr	i Rtg Type	Spots	Amount
1 KSDK	10/16/1	2 10/21/12	M-F 430-5p Jeopardy	CM	430-5p	-	T	- :30	1	\$550.00 P-	3 5.30 NM	0	\$0.00
	rt Date	End Date	Weekdays	Spots/Week		Ratin							
Week: 10/ Spot Ch	/15/12 Date Ra	10/21/12 inge D	- T Description	1 Star	\$550.00 t/End Time	5.3	80	Weekdays	Ler	ngth Rat	e Rtg Type		
[0	VERSOL 10/16/1		M-F 430-5p	CM	420 En		T	- :30	1	\$550.00 P-			\$1,050.00
2 KODK	10/10/1	2 10/21/12	Jeopardy	Civi	430-5p	-	1	30	'	ф550.00 F-	5 5.30 INIVI	<u> </u>	\$1,050.00
Sta Week: 10	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week		Rating 5.3							
Spot Ch	Date Ra	inge D	Description	<u>Star</u>	t/End Time	0.0	.0	Weekdays			e Rtg Type		
	: 10/15/12 e MG 2.2	2-10/21/12 N ?	Л-F 430-5p	430-	-5p			Th	-	:30 (\$550.0	9) 5.30 <i>NM</i>		
-	VERSOL	D -] 2-10/20/12 S	sat 6n	6-63	ROP.			Sa-	_	:30 \$1,050.0	0 530 NM		
⊕ MC	G for 1.1,2		σαι ορ	0-00	501			Sa-		.50 ψ1,050.0	0 3.30 NW		
3 KSDK		2 10/21/12	M-F 5-6A	CM	5-6A		F-	- :30	1	\$300.00 P-	3 2.10 NM	1	\$300.00
o Robit	10/10/1	2 10/21/12	5-6a				•	.00	•	φοσο.σσ1	2.10 14141		Ψοσο.σο
Sta Week: 10	rt Date /15/12	End Date 10/21/12	Weekdays F	Spots/Week 1	Rate \$300.00	Rating 2.1	_						
4 KSDK	10/22/1	2 10/22/12		СМ	5-6A	M	1	- :30	1	\$300.00 P-	3 2.10 NM	1	\$300.00
Sta	rt Date	End Date	5-6a Weekdays	Spots/Week	Rate	Ratin	g						
Week: 10	/22/12	10/28/12	M	1	\$300.00	2.1				Φ550 00 D	2 0 40 NM		#550.00
5 KSDK	10/16/1	2 10/21/12	M-F 6-7A 6-7a	СМ	6-7A	-	- W	- :30	1	\$550.00 P-	3 2.10 NM	1	\$550.00
Sta Week: 10	rt Date /15/12	End Date 10/21/12	<u>Weekdays</u> W	Spots/Week	Rate \$550.00	Rating 2.1	_						
		2 10/21/12	M-F 6-7A	СМ	6-7A		F-	- :30	1	\$550.00 P-	3 3.40 NM	1	\$550.00
Sta	rt Date	End Date	6-7a <u>Weekdays</u>	Spots/Week	Rate	Ratin	a						
Week: 10	/15/12	10/21/12	F	1	\$550.00	3.4	0			^			^
7 KSDK	10/22/1	2 10/22/12	M-F 6-7A 6-7a	СМ	6-7A	N	1	- :30	1	\$550.00 P-	3 3.40 NM	1	\$550.00
Sta Week: 10	rt Date	End Date 10/28/12	Weekdays M	Spots/Week	Rate \$550.00	Rating 3.4	_						
			M-F NBC Today	7-9A CM	7-9A		T	- :30	1	\$560.00 P-	3.80 NM	1	\$560.00
RATE F	REVISIO	N	NBC Today 7-9A										
Sta Week: 10	rt Date	End Date 10/21/12	Weekdays - T	Spots/Week	Rate \$560.00	Rating 3.8	_						
			M-F NBC Today		7-9A		- W	- :30	1	\$560.00 P-	3 3.80 NM	1	\$560.00
RATE F	REVISIO	N	NBC Today 7-9A										
Sta	rt Date	End Date	<u>Weekdays</u> W	Spots/Week		Ratin	_						
Week: 10/ N10 KSDK		10/21/12 2 10/21/12	···	7-9A CM	\$560.00 7-9A	3.8	T	- :30	1	\$560.00 P-	3.80 NM	0	\$0.00
RATE F	REVISIO	N	NBC Today 7-9A										
Sta	rt Date	End Date	Weekdays	Spots/Week		Ratin							
Week: 10, Spot Ch	/15/12 <u>Date Ra</u>	10/21/12 inge <u>D</u>	T Description	1 <u>Star</u>	\$560.00 t/End Time	3.8	80	Weekdays	Ler	ngth Rat	e Rtg Type		
	(10/15/1) e MG 11		1-F NBC Today 7-9	9A 7-9A	4			Th	-	:30 (\$560.0	9) 3.80 <i>NM</i>		
[R/	ATE -]												
N11 KSDK	10/16/1	2 10/21/12	M-F NBC Today 7-9A		7-9A	-	F-	- :30	1	\$560.00 P-	3 3.80 NM	1	\$2,400.00
	REVISIO		·		Doto	Datin	a						
<u> 312</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Ratin	<u>9</u>					•	

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Order / Rev: 711197 Advertiser: Martin, E/R / Attorney General

Alt Order #: 06301466 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/16/12 - 10/24/12 Estimate: C16C22

Ln Ch	Start	End	Inventory Cod	e Break	Start/End	Time Day	/S	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N11 KSDK	10/16/1	2 10/21/12	M-F NBC Today		7-9A		F	:30	1	\$560.00 P-3	3.80 NM	1	\$2,400.00
RATE R	REVISION	N	NBC Today 7-9	А									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	F	1	\$560.00	3.80	14/			anth Data	Dta. Tuna		
	Date Ra		Description N-F NBC Today 7		t/End Time		_	<u>eekdays</u> F	_		Rtg Type 3.80 NM		
	e MG 11.		,, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					-		.00 (\$000.00)	0.00 / 1.11		
	ATE -]				_								
_			Ved Prime C	9-10	ıΡ			W		:30 \$2,400.00	3.80 NM		
	s 101 10.1 (gd]	,25.1,11.1											
		2 10/22/12	M-F NBC Today	7-9A CM	7-9A	M		:30	1	\$560.00 P-3	3.80 NM	1	\$560.00
			NBC Today 7-9						-	***************************************			********
	REVISION				- .	5							
Sta Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$560.00	Rating 3.80							
		2 10/21/12	Sat 6-7A	CM	6-7A		- S-	:30	1	\$250.00 P-3	3.00 NM	1	\$250.00
			Sat 6-7A						-	*			V =00000
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	S-	1 Stor	\$250.00	3.00	10/	ookdovo	La	agth Bata	Dta Tuno		
	Date Ra	2-10/21/12 S	Description Sat 6-7A	6-7 <i>A</i>	t/End Time			<u>eekdays</u> Sa			Rtg Type 3.00 NM		
_	e MG 13.				•					(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
•		to clear]											
_		2-10/19/12 N	1-F 10-11A	10-1	1A		- T	WThF		:30 \$250.00	3.00 NM		
⊕ MG (N/	6 for 13.1 A1	10/20											
		2 10/21/12	SAT TDY	CM	7-9A		- S-	:30	1	\$500.00 P-3	2.90 NM	1	\$500.00
		0,,	NBC Today Sho	_			_			φοσσίου. σ			ψοσοίσο
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	S-	1	\$500.00	2.90	-			Φ 5 00 00 D 0	4.50.104		# 500.00
15 KSDK	10/16/1	2 10/21/12	Sat 9a Sat 9-10a	CM	9-10A		- S-	:30	1	\$500.00 P-3	4.50 NM	1	\$500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	S-	1	\$500.00	4.50							
16 KSDK	10/16/1	2 10/21/12	Sun 6-7A	CM	6-7A		S	:30	1	\$250.00 P-3	3.00 NM	1	\$250.00
_			Sun 6-7A		_								
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$250.00	Rating 3.00							
			SUN TDY	CM	7-8A		S	:30	1	\$500.00 P-3	5 10 NM	1	\$500.00
	. 0, . 0, .	0,,	NBC Today Sho				J	.00		φοσοίσσι σ	01.10		ψοσοίσο
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	S	1	\$500.00	5.10							
18 KSDK	10/16/1	2 10/21/12		CM F at FD	5-530P	W-		:30	1	\$1,250.00 P-3	8.60 NM	1	\$1,250.00
Sta	rt Date	End Date	News Channel : Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	W		\$1,250.00	8.60							
		2 10/21/12	M-F 6P News	CM	6-630P	- T		:30	1	\$1,350.00 P-3	8.60 NM	1	\$1,350.00
			News Channel	5 at 6P									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10/		10/21/12 2 10/21/12	- T M-F 6P News	1 CM	\$1,350.00 6-630P	8.60 W-		:30	1	\$1,350.00 P-3	8 60 NM	4	\$1,350.00
20 NODK	10/10/1	∠ 1U/∠I/IZ	News Channel		0-0307	VV-		.30	ı	ψ1,330.00 P-3	O.OU INIVI	'	φ1,330.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/		10/21/12	W		\$1,350.00	8.60							
21 KSDK	10/16/1	2 10/21/12		CM	6-630P	T	'	:30	1	\$1,350.00 P-3	8.60 NM	1	\$1,350.00
2 :		Fad Di	News Channel		D :	Dat's							
Sta Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,350.00	Rating 8.60							
1130K. 10/	. 5, .2	10/21/12	-	!	ψ1,000.00	5.00						I	

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Order / Rev: 711197 Advertiser: Martin,E/ R / Attorney General

Alt Order #: 06301466 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/16/12 - 10/24/12 Estimate: C16C22

Ln Ch Start End Inventory	Code Break S	Start/End Time	Days Len Sp	oots Rate Pri	Rtg Type	Spots	Amount
22 KSDK 10/22/12 10/22/12 M-F 6P Ne	ws CM 6 nnel 5 at 6P	6-630P	1 :30	1 \$1,350.00 P-3	8.60 NM	1	\$1,350.00
Start Date End Date Weekday Week: 10/22/12 10/28/12 M	s Spots/Week	Rate Ratin 61,350.00 8.6	-				
23 KSDK 10/16/12 10/21/12 630-7P Wh	eel CM 6	630-7P -	T :30	1 \$1,300.00 P-3	6.70 NM	1	\$1,300.00
Start Date End Date Weekday		Rate Ratin	<u>g</u>				
Week: 10/15/12 10/21/12 -T		61,300.00 6.7			2 22 1111		
24 KSDK 10/16/12 10/21/12 630-7P Wh 630-7P Wh	leel CM 6 neel of Fortune	630-7P -	T :30	1 \$1,300.00 P-3	9.00 NM	1	\$1,300.00
Start Date End Date Weekday Week: 10/15/12 10/21/12 Weekday	s Spots/Week	Rate Ratin 61,300.00 9.0	<u>~</u>				
N25 KSDK 10/22/12 10/22/12 630-7P Wh 630-7P Wh	neel CM 6	630-7P 1	I :30	1 \$1,300.00 P-3	9.00 NM	0	\$0.00
Start DateEnd DateWeekdayWeek:10/22/1210/28/12MSpotCh Date RangeDescription	1 \$ Start/E	Rate Ratin \$1,300.00 9.0 End Time	-		Rtg Type		
1 KSDK 10/22/12-10/28/12 630-7P Whee	el 630-7F	P	M	:30 (\$1,300.00)	9.00 <i>NM</i>		
See MG 11.2 [Need \$1950 to clear]							
26 KSDK 10/17/12 10/17/12 630-7P Wh 630-7P Wh	neel CM 6	630-7P -	- W :30	1 \$1,300.00 P-3	5.80 NM	1	\$1,300.00
Start Date End Date Weekday Week: 10/15/12 10/21/12 W	_	<u>Rate</u> <u>Ratin</u> 51,300.00 5.8					
27 KSDK 10/16/12 10/21/12 Thu Prime		9-10P -	T :30	1 \$2,100.00 P-3	4.80 NM	1	\$2,100.00
ROCK Cent RATE REVISION	er with BW						
Start DateEnd DateWeekdayWeek: 10/15/1210/21/12TSpotCh Date RangeDescription	1 \$	Rate Ratin 62,100.00 4.8 End Time	0 Weekdays	Length Rate	Rtg Type		
1 KSDK 10/15/12-10/21/12 Thu Prime C [NA]	9-10P		Th	:30 \$2,100.00	4.80 NM		
28 KSDK 10/16/12 10/21/12 Fri Prime C		9-10P 9:00 PM-10:00 PM	F :30	1 \$2,000.00 P-3	6.60 NM	1	\$2,000.00
Start Date End Date Weekday Week: 10/15/12 10/21/12 F	s Spots/Week	Rate Ratin	<u>g</u>				
29 KSDK 10/16/12 10/21/12 Football Ni Football In	ght in AmericaCM 6		S :30	1 \$1,500.00 P-3	6.00 NM	1	\$1,500.00
Start Date End Date Weekday Week: 10/15/12 10/21/12 S		<u>Rate</u> <u>Ratin</u> 61,500.00 6.0	-				

Totals 26 \$25,530.00